

FIG. 1

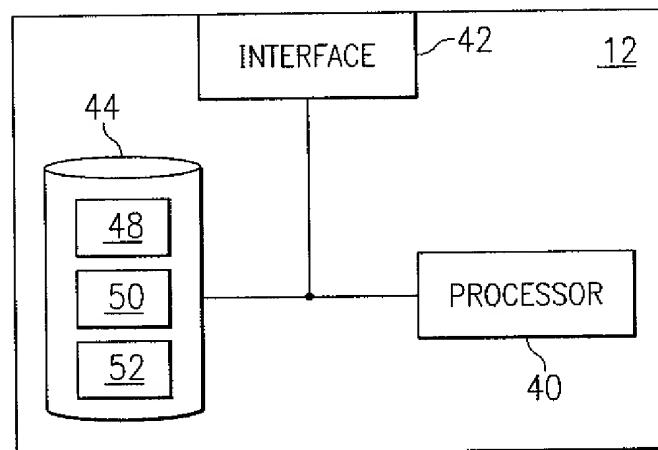


FIG. 2

REPLACEMENT SHEET

Page 2 of 9

Promotion ID	UPC	Manufacturer	Retailer	Geographic Target	Start Date	End Date	Units Sold	Rebates Claims	Breakage (%)	Disbursement Option 1	Disbursement Option 2	... Disbursement Option N
5897	8458	Widget Mfc, Inc.	Widget Sales	National	12/12/1999	12/12/2000	100000	40000	60%	\$50 Manufacturer's Rebate	... none	...
5898	8792	Widget Tec	Widget Sales	Dallas	1/1/2000	1/1/2001	5000	2500	50%	\$40 Manufacturer's Rebate	\$60 Distributor's Gift Certificate	...
:	:	:	:	:	:	:	:	:	:	:	:	...
7203	1354	Widget Tec	Widget Warehouse	TX, CA	4/1/2000	1/1/2002	0	0	0	\$30 Manufacturer's Rebate	\$40 Distributor's Gift Certificate	\$50 Manufacturer's Credit

FIG. 3

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TRANSACTION ID	PROMOTION ID	NAME	ADDRESS	PERSONAL INFORMATION	PURCHASE INFORMATION	DISBURSEMENT OPTION	STATUS
47315	5898	JOHN SMITH	CANDY LANE	50 YEAR OLD SMOKER	3/14/00 FROM WIDGET SALES	\$60.00 GIFT CERTIFICATE	PENDING VERIFICATION
47316	5898	BILL NABOR	CANDY LANE	20 YEAR OLD COMPUTER HACKER	2/17/00 FROM WIDGET SALES	\$40.00 REBATE	AUTHORIZED
:	:	:	:	:	:	:	...
59327	7203	PHIL JACKSON	MILL LANE	50 YEAR OLD COACH	4/20/01	\$30.00 REBATE	AWAITING MAIL IN FORM

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TRANSACTION ID	PROMOTION ID	NAME	ADDRESS	PERSONAL INFORMATION	PURCHASE INFORMATION	DISBURSEMENT OPTION	STATUS
47315	5898	JOHN SMITH	CANDY LANE	50 YEAR OLD SMOKER	3/14/00 FROM WIDGET SALES	\$60.00 GIFT CERTIFICATE	PENDING VERIFICATION
47316	5898	BILL NABOR	CANDY LANE	20 YEAR OLD COMPUTER HACKER	2/17/00 FROM WIDGET SALES	\$40.00 REBATE	AUTHORIZED
:	:	:	:	:	:	:	...
59327	7203	PHIL JACKSON	MILL LANE	50 YEAR OLD COACH	4/20/01	\$30.00 REBATE	AWAITING MAIL IN FORM

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FIG. 4

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REPLACEMENT SHEET Page 3 of 9

62 → Widget Manufacturers, Inc.

Promotion ID: 08517

UPC: 059280000200

Product Description: Widget Carrying Case

Manufacturer: Widget Manufacturers, Inc.

Retailers: Widget Warehouse
Widget Store

Geographic Target: Texas
California

Start Date January 1, 2000 End Date January 1, 2001

Disbursement Option: 2

Cash Rebate Value: \$50.00

Gift Certificate Comment:

Manufacturer Credit

Custom

First Previous Next Last

102 Cancel Enter Promotion

This figure shows a software interface for managing promotions. At the top, it displays the promotion ID (08517) and various product details such as manufacturer and retailers. Below this, the disbursement option is set to 2, which corresponds to a gift certificate worth \$50.00. Navigation buttons for first, previous, next, and last are present. At the bottom, there are buttons for canceling or entering the promotion.

FIG. 5

Choose A Product

Search Results for: Widget 124

Product/Manufacturer

5 Port Widget/WMI
10 Port Widget/WMI
Widget Carrying Case/WMI
Widget Adapter/WidgeTech 122

New Search Search

Access Product Index Go

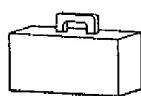
This figure shows a search results page for the term 'Widget'. It lists several products categorized by manufacturer. At the bottom, there are buttons for performing a new search or accessing the product index.

120

FIG. 6

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Fill Out Your Information



Widget Carrying Case
*this item must be purchased
between 1-1-2000 and 1-1-2001

First Name

Last Name

Address

City

State

 Zip

Phone

Email

Age

 optional

Occupation

 High-tech optional

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How did you hear about this rebate? This web site optional

Purchase Date

Store

Purchase Price

Location

How would you like to receive your rebate?

66

- \$30.00 rebate
- \$50.00 gift certificate to Widget Warehouse
- \$60.00 credit on Widget products
- 3 year extended warranty

Click 'Next' to proceed.

FIG. 7

Joe Smith
4600 Candy Lane
Dallas, TX 75201
Transaction ID:100000257

place
stamp
here



82
140

Forward [Department No:745]
Forward Rebate
P.O. BOX 9018
COPPELL, TX-75019
USA



Rebate Value: \$100.00
Valid Dates: 11-1-1999 to 1-31-2000

Card Scan Exec/Palm Organize

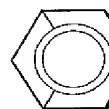
This item must be purchased between 11-1-1999 and 1-31-2000 in order to process a rebate.

Serial Number:

tape original register receipt here

tape UPC symbol here

RETURN TO



HOW 2.COM

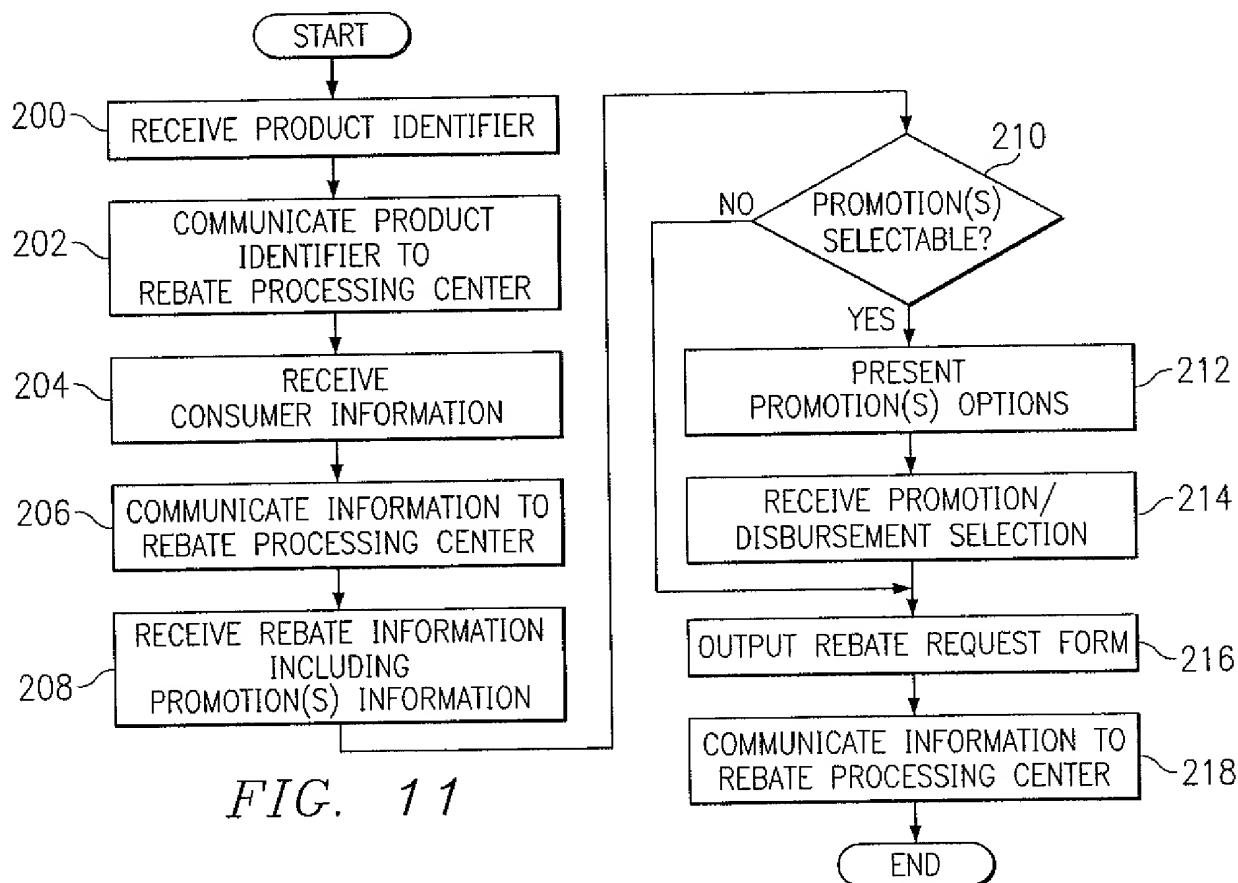
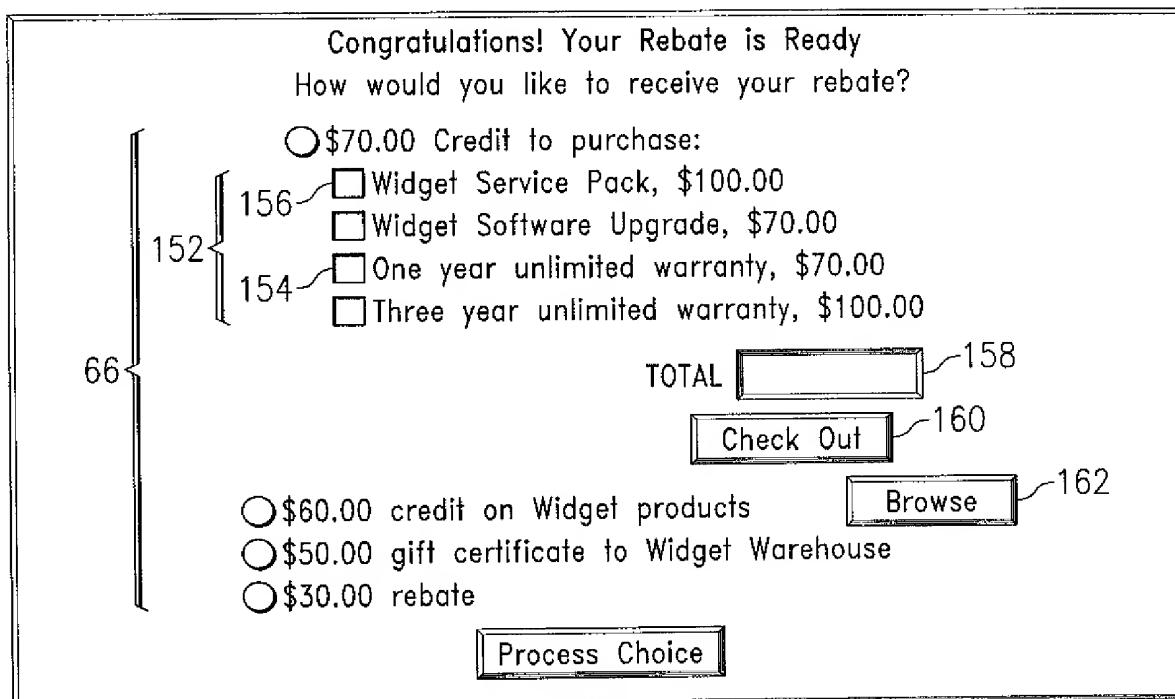
RETURN TO

► SHOP&SAVE

REBATES HEADQUARTERS

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FIG. 8



Widget Manufacturers, Inc.
Promotion Status
Widget Accessory Promotion
5-4-2000

62 →
Promotion ID: 08517
Manufacturer: Widget Manufacturers, Inc.
Start Date: 1-1-2000 End Date: 1-1-2001

Product ID	Product Description
2587	Leather Carrying Case
2588	Nagahide Carrying Case

Retailer	Units Sold	Rebates Claimed	Disbursement Option 1	Disbursement Option 2	Breakage (%)
WW	10,000	3,000	2,000	1,000	70%
WS	4,000	1,000	400	600	75%
total	14,000	4,000	2,400	1,600	71.5%

Target Area					
TX	6,000	2,400	1,000	1,400	60%
CA	8,000	1,600	1,400	200	80%
total	14,000	4,000	2,400	1,600	71.5%

Disbursement Option	Description	# Claimed
1	\$50.00 Gift Certificate	2,400
2	\$25.00 Cash Rebate	1,600

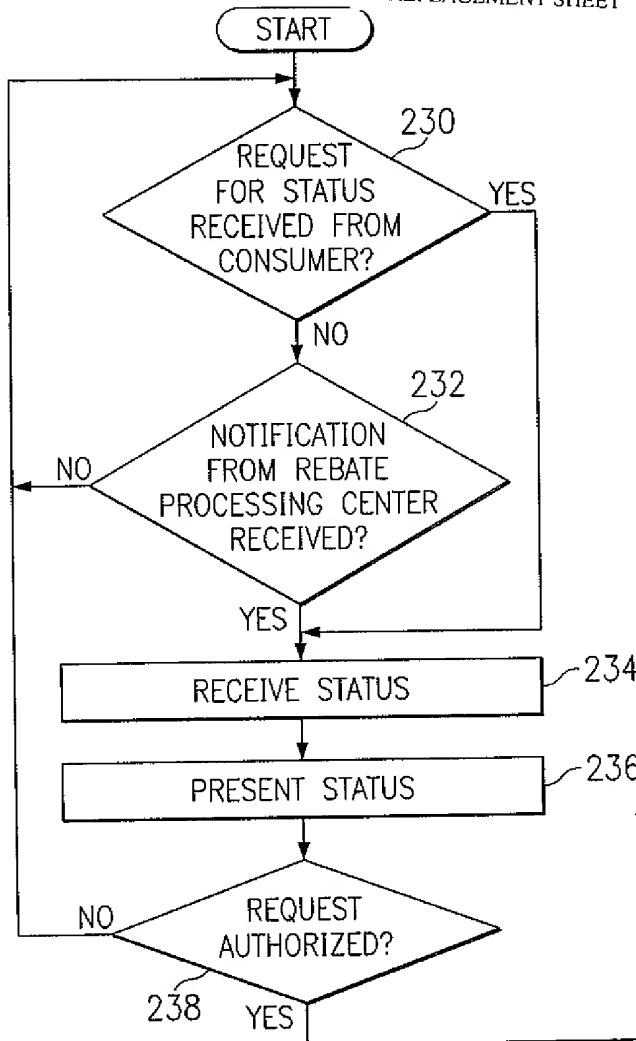
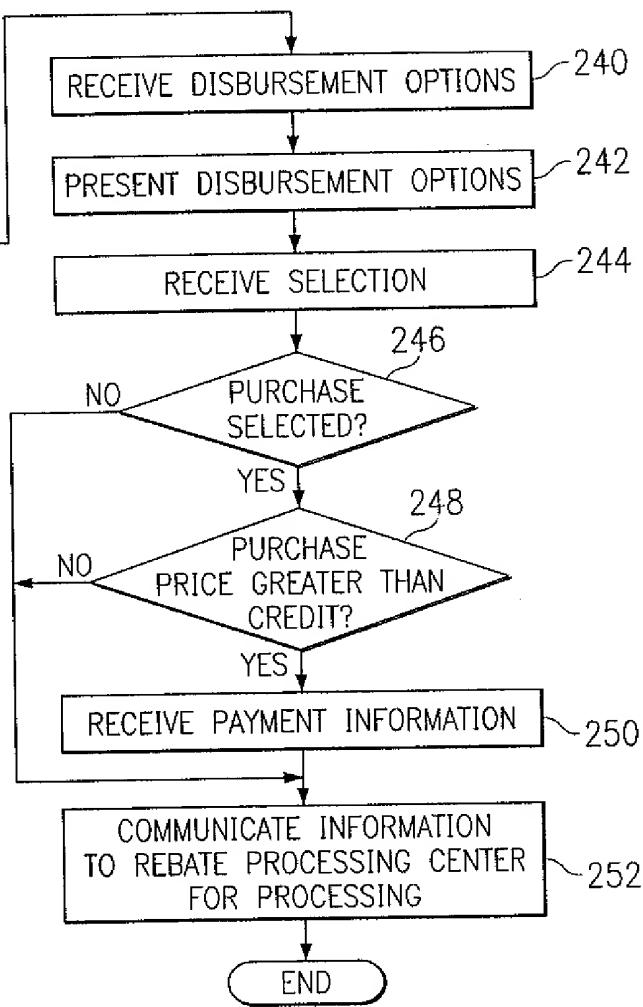


FIG. 12



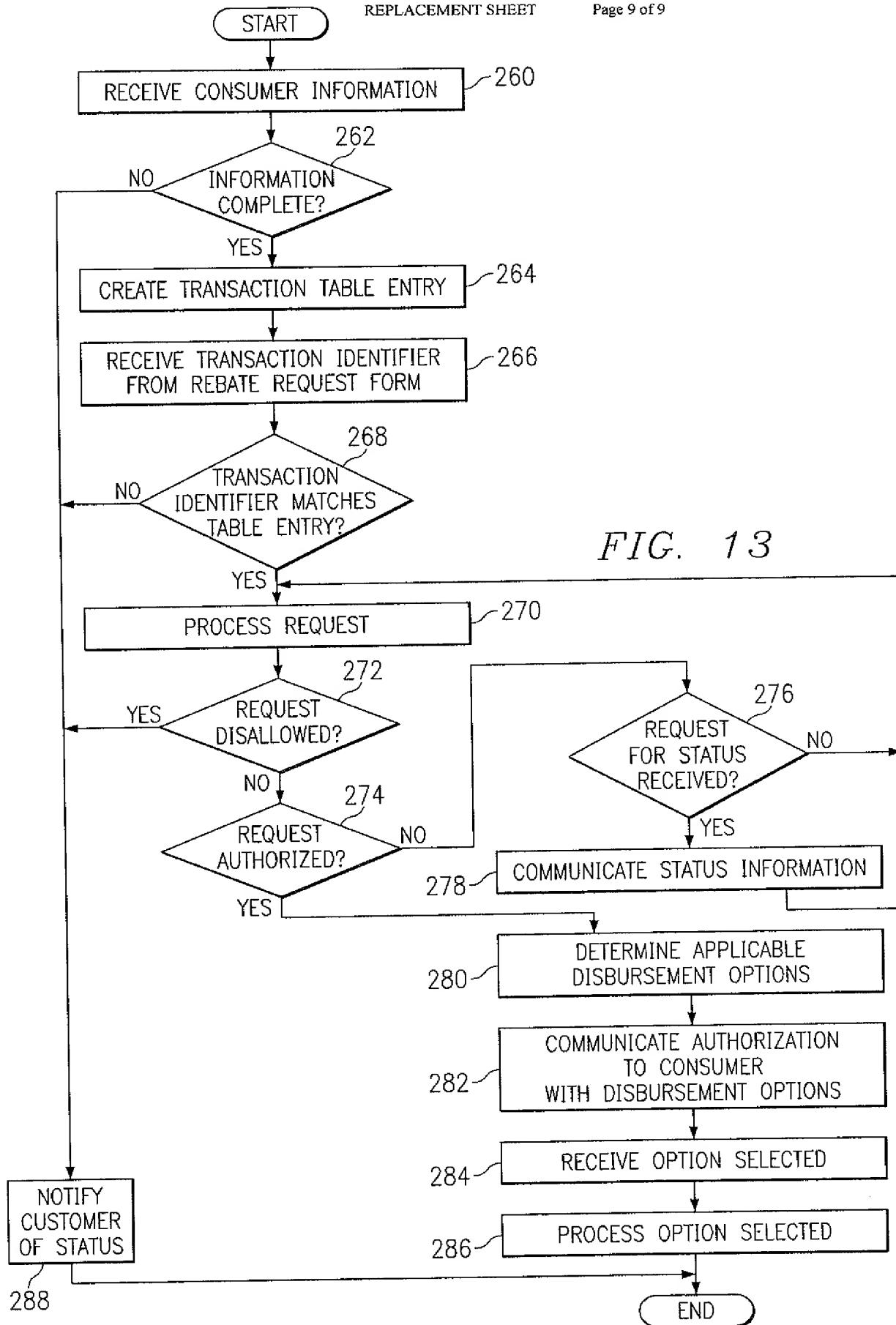


FIG. 13